Sanovas Launches Next Generation Surgical Imaging Technology

The Associated Press

Sanovas Inc., a life science technology company developing and commercializing the next-generation of micro-invasive diagnostics, devices, and drug delivery technologies, announced today the launch of MicroCamT, its OEM "Plug & Play" micro imaging platform for endoscopic device applications.

The technology features proprietary software, electronics, sensors and optics that can provide autonomous imaging capability to most any surgical instrument. Sanovas will offer its imaging technology for integration with medical device makers' existing portfolios; enabling them to improve their products clinical capabilities, enhance their product offerings and increase their competitive advantage. The system was developed to evolve and, eventually displace large, cumbersome and expensive cart based systems with leaner, more efficient and cost effective designs.

"This is significant innovation that will fundamentally transform the paradigm of endoscopy," Sanovas CEO Larry Gerrans said. "We are delighted to offer the members of the medical device community the opportunity to re-imagine, re-invent and re-purpose the clinical capabilities of their products and technologies." The MicroCamT is an integrated imaging platform inspired to enable a new generation of "Plug & Play" devices that eliminate the need for camera consoles, camera heads, camera couplers, light sources, fiber optic light cables, rod lens endoscopes and cart based systems. The elimination of these components may serve to recover vital space in cramped OR and sterile storage environments and further enable the portability of care into new, remote operating theatres.

The realization of efficiencies in system components will further serve to reduce providers' acquisition costs of endoscopic camera systems by as much as 80% and reduce, if not completely eliminate the significant repair and maintenance expenditures that currently plague the operating budgets of health care providers'.

Market indicators relate that the U.S. and emerging global surgical camera markets are poised for immediate, explosive growth. According to a new report by iData Research (www.idataresearch.net [1]), the leading global authority in medical device and pharmaceutical market research, 'the overall U.S. video, high-tech and integrated operating room (OR) equipment market was worth $1.49 billion in 2009. This market, which experienced a strong decline during the economic recession, is expected to recover, exceeding $2 billion by 2016. The shift towards high-definition (HD) cameras and displays, improved OR efficiency and increasing surgical volumes will drive the market, particularly in the integrated OR and surgical camera segments.' "As minimally invasive surgical procedures become the standard of care, globally, the MicroCamT will vastly improve the expansion and operative

capabilities of the science," stated Gerrans. "Doctors will no longer have to struggle using one imaging source for the duration of their procedure. We can now put "eyeballs" on most any instrument and give the Doctor a wide variety of images and viewing angles." As part of the company's commitment to synergize collaboration and expedite product development, Sanovas is extending its subject matter expertise in software, mechanical, electronic and optical engineering to its OEM partners.

Sanovas' OEM Plug & Play MicroCamT surgical camera initiative is intended to offer an immediate, meaningful solution to the industry, providers and patients and to serve as one of the cornerstones to the company's arsenal of therapy enabling solutions.

About Sanovas
Sanovas, Inc., based in Sausalito, Calif., is a life science technology company developing and commercializing next-generation micro-invasive diagnostics, devices and drug delivery technologies for unmet clinical needs. Sanovas' microsurgical technology platforms are designed to give surgeons the ability to access and visualize previously inaccessible areas of the body; enabling them to diagnose, treat and deliver drug and immune therapies to small diameter anatomy in entirely new ways. Privately held, Sanovas was founded by the pioneers in minimally invasive surgery. The company has two patents issued and more than fifty multi-national patents pending.

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